

IN THE CLAIMS:

1. (currently amended) An insulated container comprising:

a body comprising outer walls and a base defining a storage space and configured to prevent heat transfer out of the storage space;

a cover configured to couple with the body and to prevent heat transfer out of the storage space; and

an expandable beverage holder configured to couple to the cover ~~and, the expandable beverage holder movable between a collapsed configuration and an expanded configuration, in the expanded configuration the expandable beverage holder configured~~ to hold a beverage container ~~when expanded~~, a bottom of the expandable beverage holder configured to prevent heat transfer.

2. (currently amended) The insulated container of claim 1, wherein the expandable beverage holder is configured to extend away from the storage space ~~when expanded in the expanded configuration.~~

3. (currently amended) The insulated container of claim 1, wherein the expandable beverage holder is configured to extend into the storage space ~~when expanded in the expanded configuration.~~

4. (canceled)

5. (previously presented) The insulated container of claim 1, wherein a side of the expandable beverage holder is configured to allow heat transfer.

6. (original) The insulated container of claim 1, wherein the expandable beverage holder is expanded using one of the group consisting of:

a telescoping construction;

an extending construction;

a snapping construction; and

a popping construction.

7. (original) The insulated container of claim 1, wherein the body and the cover are soft-sided.

8. (original) The insulated container of claim 1, wherein coupling of the body to the cover is selected from the group consisting of:

a zipper;

a snap; and

a hinge.

9. (new) A container comprising:

an insulated body comprising outer walls and a base, the insulated body defining a storage space;

an insulated cover movably coupled with the insulated body; and

an expandable beverage holder integrated with the insulated cover, the expandable beverage holder movable between a collapsed configuration and an expanded configuration, in the expanded configuration the expandable beverage holder configured to hold a beverage container.

10. (new) The insulated container of claim 9, wherein the expandable beverage holder is configured to extend away from the storage space in the expanded configuration.

11. (new) The insulated container of claim 10, wherein the expandable beverage holder further comprises a side configured to telescope away from the storage space to form the beverage holder in the expanded configuration.

12. (new) The insulated container of claim 11, wherein the side is configured to compress to facilitate moving the expandable beverage holder to the collapsed configuration.

13. (new) The insulated container of claim 10, wherein the expandable beverage holder is configured to lock in the expanded configuration.

14. (new) The insulated container of claim 9, wherein the expandable beverage holder is configured to extend into the storage space in the expanded configuration.

15. (new) The insulated container of claim 14, wherein the expandable beverage holder further comprises a side configured to telescope into the storage space to form the beverage holder in the expanded configuration.

16. (new) The insulated container of claim 15, wherein the side is configured to compress to facilitate moving the expandable beverage holder to the collapsed configuration.

17. (new) The insulated container of claim 9, wherein the expandable beverage holder is configured to lock in the expanded configuration.

18. (new) The container of claim 9, wherein a bottom of the expandable beverage holder is configured to prevent heat transfer.

19. (new) The container of claim 9, wherein a side of the expandable beverage holder is configured to allow heat transfer.

20. (new) The container of claim 9, wherein the expandable beverage holder further comprises a side having a telescoping construction configured to move between the collapsed configuration and the expanded configuration.

21. (new) An insulated container comprising:

a body comprising outer walls and a base, the body defining a storage space and configured to prevent heat transfer out of the storage space;

a cover configured to couple with the body and to prevent heat transfer out of the storage space; and

an expandable beverage holder configured to couple to the cover, the expandable beverage holder movable between a collapsed configuration and an expanded configuration, in the expanded configuration the expandable beverage holder configured to hold a beverage container.